FLOWRIDER®
FOR RESORTS

planning
programming
promoting
The world’s most popular surfing attraction, FlowRider® is the perfect addition for any resort setting. With proven appeal across multiple demographics, particularly the key teen and young adult market, this popular skill-based attraction is a proven winner for driving traffic to your resort, encouraging repeat visitation, and increasing length of stay.

The FlowRider provides the WOW factor that keeps guests coming back for more. From the Gaylord Palms Resort in Orlando to the Planet Hollywood Hotel and Casino in Las Vegas, the FlowRider has a demonstrated proven track record for increasing guest visitation and hotel revenues time and again.

**Unique Appeal**
For many locations across the country, the sport of surfing is inaccessible. The FlowRider lets you bring this unique activity directly into your resort, no matter where you are in the country, providing that one-of-a-kind experience today’s guests are searching for. With a world-wide presence and strong brand following, no other aquatic attraction on the market has the capability to bring heightened public awareness and immediate exposure of your property clearly into focus, like the FlowRider.

**Something for Everyone**
The FlowRider is providing resorts across the country with the perfect setting for family fun and entertainment. And when the whole family can participate in an exciting activity together, everybody wins. Guests only have to be 42” tall to ride the FlowRider, so almost everyone ages 7+ can enjoy the thrill of learning to ride the waves! And whether your guest chooses to participate as a rider or a spectator, everyone loves the FlowRider! It is as equal a thrill to ride as it is to watch.

Go with the Flow™
The unique skill-based component of the FlowRider® makes this an ideal amenity to add to your resort if you are looking to keep guests on property longer and generate incremental revenue. From selecting and designing the location of the attraction, to staffing and operating the ride, there are two key factors to consider that will enable you to best leverage the FlowRider’s unmatched capability to draw a crowd.

Maximize Revenue Generating Opportunities
The FlowRider is an attraction that not only adds a new and exciting activity to your property, it creates the perfect setting for guests to play and stay! Upfront planning should carefully consider the rides surroundings and proximity to key revenue-generating areas in order to maximize opportunities beyond ride fees.

Ideal Event Space. Allow ample space for seating and spectator viewing areas and you create a fun and unique entertainment experience for both private and corporate events.

Food & Beverage Driver. Ensure easy access to outdoor bars and food service areas and surround the attraction with tables & chairs

Branded Retail Sales. Add on a retail kiosk and offer additional resort and FlowRider branded merchandise for sale to guests.
Maximize Guest Experience & Interaction

Your staff is a key factor in the successful programming and operation of your FlowRider® attraction. From basic ride functions to the interaction with patrons of all skill levels, they are your first point of contact to creating the ultimate guest experience.

When you purchase a FlowRider, your staff will receive on-site training from professional “Flowboarding” trainers on how best to promote and run your attraction.

- Ride Operation
- Body Boarding Skills
- Flowboarding Skills
- Rider Coaching
- Brand Ambassadorship
- Basic Equipment Operation & Maintenance

“We had one of the bussiest summers on record at the Boca Resort simply because of the addition of the FlowRider!”

Richard Hayduk, President
Waldorf Astoria Boca Resort & Club
Riding the Wave of Success

One key advantage of the FlowRider® is the ability to program the attraction to operate in a manner that works best for your resort and for your guests. Each resort is unique, and so are the many FlowRider package deals and on-site activities you can create.

Fee Structure
Depending upon your guest base and revenue goals, usage of the FlowRider can be packaged in a number of different ways, each proven to provide positive results.

- All-Inclusive with Resort Fee
- Pay-to-Play: Hourly/Day Rates
- Add-on Skills & Training Classes
- Small Group & Private Lessons

Event Extensions
Recreational programming plays a large part in many resort offerings. The skill-based component of the FlowRider is a natural tie-in to developing guest programs that appeal to families and encourage active, on-site participation.

- “Flow Camp” for Kids
- Teen Only Events
- Evening Surf
- Guest Contests
- Professional Exhibitions
- Flow Leagues and Competition

Aquatopia Indoor Waterpark, PA
RIDING THE WAVE OF SUCCESS

**Non-Guest Usage**
Depending on your surrounding market base and location of the ride within your property, usage of the attraction by patrons who are not guests of your resort may be an option to consider.

- Gated Area
- Separate queue lines
- Guest-only ride times

**Turn-Key Implementation**
To ensure proper compliance with recommended safety standards and operations, FlowRider® provides easy access to an on-line database that provides you with all required materials including guest instructional videos, participation wavers, on-site signage and more.

**ADAPTIVE PROGRAM INCLUSION**
All your patrons can safely and easily experience the thrill of surfing the waves. The Flowrider allows you to easily incorporate a program tailored to individuals with physical, developmental or intellectual disabilities without any modification of the physical ride. As part of the skills training program provided by your FlowRider professional, they can work with your staff to demonstrate how to easily tailor their approach to accommodate the various needs that some guests may require.

"The boardwalk, the bar, the ocean breeze and the constant entertainment from the FlowRider makes it hard for our guests to leave our property."

Richard Marin, Pool Experience Manager
Margaritaville Beach Resort, FL

AQUATIC DEVELOPMENT GROUP
The FlowRider® is a distinctive attraction – one that creates a clear point of differentiation for your property that helps solidify your resort’s reputation as a place for unique family fun and entertainment.

**Theming & Branding**
Capitalizing on the surfing theme by incorporating related branding efforts into your marketing mix for a truly unique flair with easy promotional extensions.

**Press & Social Media**
FlowRider provides you with everything you need to help promote your new attraction in the press, on your website, and on-site to your guests. Our on-line digital library means you have 24/7 access to a wide range of promotional material, including numerous videos and photos to choose from, all available for your use so you can get the news out about your newest resort attraction as soon as you are ready!

“We are so proud to have The Strip’s first-ever FlowRider! With DJs, day beds, FLOW Tour contests and awesome views, our guests couldn’t ask for anything more!”

Aaron Rodriguez, General Manager
Planet Hollywood Resort & Casino
Event Participation & Promotion

Join top resorts around the world including Gaylord, Hard Rock, Westin, & Hyatt and participate in the National FLOW Tour by signing your resort up as a featured venue. The FLOW (Flowboarding League of the World) Tour® is a FlowRider® sanctioned, international event featuring some of the world’s best known professional surf riders. Managed and offered exclusively through FlowRider, events are held throughout the USA, as well as in Europe and Asia.

Hosting a National FLOW Tour event means that for one or two consecutive days, your resort is an exciting entertainment hub for sports fans and guests of all ages as they watch and learn to appreciate the skill of FlowBoarding. With music, announcers, professional riders, sponsor booths, prize giveaways and general nonstop action, who wouldn’t want to join in! Information about registering your venue for the tour will be provided to you at time of purchase.
Since 2005, when the first resort installation occurred in the Wisconsin Dells, the FlowRider® has been front and center in the rediscovery of resort fun and recreation, matching the growing trend of bringing unique and exciting amenities to drive traffic, increase time-on-property and length of stay. There is no greater aquatic attraction available today that can generate as much entertainment and revenue in as little space as the FlowRider.